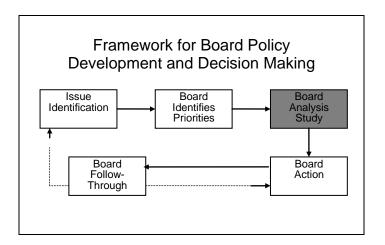
Iowa State Board of Education

Executive Summary

May 13, 2010



Agenda Item: Demonstration of State Board Blog

Iowa Goal: All K-12 students will achieve at a high level.

Equity Impact: School districts will have the responsibility to ensure that

all students have access to high quality learning

opportunities.

Presenter: Phil Roeder

Special Assistant to the Director's Office

Office of the Director

Attachments: None

(NOTE: The blog will be presented on-screen at the Board meeting and can be viewed in advance at

www.iaeducation.wordpress.com)

Recommendation: It is recommended that the State Board hear and discuss

this information.

Background: Over the past several months, the State Board has

reported on its regular meetings via an e-newsletter, which has been distributed to approximately 60 people at

a time.

Staff has worked with the Board President to develop a blog dedicated to the work of the Board of Education. This would replace the current e-newsletter and, in the

process, bring about several advantages:

 The emails of current recipients of the Board newsletter can be 'subscribed' to the blog so that they

- continue to receive news and information about the Board.
- The blog's URL will be distributed to various education stakeholders to raise its awareness and increase subscriptions above and beyond the current level.
- The blog provides a forum for Board members as well as senior Department of Education (Department) staff to use between meetings.
- It is an easy way to distribute news and information relevant to the Board's work that may not rise to the level of a press release, but is still of interest.
- A blog is easily integrated with Web 2.0 tools being used by the Department (such as Twitter and Facebook) to further its reach.
- The blog application provides analytical software that can provide tracking on the number of visitors, where they are from, time spent on the blog, etc.
- With innovation and technology being priorities of both the Board and the Department, this is a small but effective way to be more technologically savvy in how information is delivered.